

Flow Press Kit

What is Flow

Vancouver-based Flow is an animation tool closing the production gap between design and development. With Flow, designs can be instantly animated and accurately translated into ready-to-use code, preserving the vision of the Designer while streamlining the workflow of the Developer.

The Story of Flow

The inception of Flow was driven by Designer, Artist and Coder, Travis Kirton's frustration with the inefficiency of production workflows between Designers and Developers in 2007. The industry needed an all-in-one tool that could instantly and accurately animate designs and translate them to production-ready code.

The tool came to life in 2015 after Travis teamed up with Software Engineer Alejandro Isaza, Designer Nicolas Prieto and, later, Engineer Jeremie Benhamron. The culmination of decades of industry knowledge lead to a successful release of Flow for its beta in 2017.

Flow enables users to animate static designs in seconds, and leverages a powerful export engine to produce immediately useable code that is not only clean, but native to the intended operating system – eliminating huge amounts of timely and frustrating revisions.

Between 2015 and 2017 Flow raised \$1.3M and was the only software design platform to receive investment from the Canada Media Fund (CMF) in 2017. Flow launched in the summer of 2018.

Who is Flow For?

DESIGNERS

Flow is the UI-animation tool for the code-averse Designer. Tapping straight into a Designers Sketch file, Flow animates designs in seconds and instantly exports it into useable code. Knowing their work will be accurately integrated into an existing project preserves their original vision and offers more control over the applications they are designing.

DEVELOPERS

Flow is the production tool for the time-strapped Developer. Boasting the highest code quality of all export-to-code design tools on the market, Flow streamlines the handoff process allowing



Developers to convert, animate, and integrate designs into existing projects in seconds. Time that was once spent buried in revisions and guess-work is eliminated with Flow.

The Team

TRAVIS KIRTON, FOUNDER AND DIRECTOR

Travis currently serves as the Founder and Director of Flow. Having worked at pioneering institutions such as the Ars Electronica Futurelab and the Banff Centre for the Arts, Flow is the culmination of a career spent at the cutting-edge of interaction, design and culture.

ALEJANDRO ISAZA, LEAD ARCHITECT

As the lead architect of Flow, Alejandro crafts the technological vision for the product. Alejandro's deep interest in engineering naturally led him towards Computer Science and a mastery of Artificial Intelligence, before teaming up with Flow Director, Travis Kirton, to create Flow in 2015.

JEREMIE BENHAMRON, ENGINEER

With a Master's degree in Control Systems Theory and a decade of engineering under his belt, Jeremie is responsible for technical infrastructure and feature development at Flow.

